

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, March 21, 2013
Taft Building Conference Room
1680 N. Vine St., Suite 802**

Directors Present	Frank Stephan, President	Clarett West Development
	Lynda Bybee, Vice President	Metro
	Monica Yamada, Treasurer	CIM Group, LP
	Chris Bonbright	Whitley Court Partners
	Joseph D'Amore	Hollywood Commercial
	David Green	Nederlander Organization
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Drew Planting	GPI
	Lee Rierson	(Ex-officio Member)
	Mark Stephenson	Hollywood UMC
	John Tronson	Tronson Investment Group
Directors Absent	Don Mushin, Secretary	Toyota of Hollywood
	Greg Beck	Champion Real Estate
	Charlie Colletta	HEI, LLC
	Michael Gargano	Argent Ventures, LLC
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson Besley	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
	Steve Seyler	BID Security
Guests	Lt. Marc Reina	LAPD – Hollywood
	Ashley Sanchez	Hollywood Half Marathon

I. Call to Order

The meeting was called to order by Board President Frank Stephan at 4:06 p.m.

II. Open Forum

Ashley Sanchez spoke about the Hollywood Half Marathon, coming up on April 6, 2013. Beginning at 6:00 a.m. that day, Hollywood Blvd. will be closed for the marathon route. It is expected to reopen by 11:00 a.m. There will be about 7,500 to 8,000 runners participating.

III. Approval of Minutes

It was moved by **Chris Bonbright**, seconded by **Galo Medina** and CARRIED to approve the minutes from the Board's January 17, 2013 meeting. Eight in favor.

IV. Treasurer's Report

- A. Review and approve February 2013 Statement:** Morrison stated that the budget shows we are on track; there are no surprises. Also included in the meeting packet are cash reports from our various accounts for review.

It was moved by **Drew Planting**, seconded by **Mark Stephenson** and CARRIED to approve the February 2013 statement. Unanimously approved with 8 in favor.

- B. Assessment roll due at May 16 meeting:** Morrison advised the board that she did not think they would need to increase assessments for the coming year.

V. New Business

- A. Nominating Committee:** Green announced that Rierson is now officially an ex-officio board member. The nominating committee is reaching out to Leslie Blumberg to see if she would be interested in filling the vacant seat on the board. Tronson stated that Blumberg has been regularly attending the security committee meetings, in addition to board meetings. Morrison said there will be an action item to elect her next month if she is agreeable.

VI. Committee/Activity Reports

A. Streetscape

- 1. Streetscape Walk-through:** Besley reported that staff is organizing an all-day walking tour of both BIDs on April 4th from 9 AM to 4 PM, to identify improvement projects that we can quickly carry out utilizing our maintenance team and identify longer-term projects (such as tree planting and street furniture installations) that may be contracted out to a landscape services firm. All committee and board members are encouraged to participate for a portion of the day.
- 2. Annual Tree Trimming – Phase 1:** Staff has secured a bid for trimming all 415 trees in Phase I (which includes Hollywood Blvd., Vine St., Highland and Cahuenga) in the HED. Urban Tree Care, the BID's preferred contractor, has held their prices constant for the past three years and has submitted permit applications in all four city departments that oversee street trees. Besley met with representatives from DOT on March 20th to discuss the requirements for posting No Parking signs throughout the work area, which is a new requirement this year.

3. **NE Corner of Hollywood/Cahuenga issues:** Mariani reported that a request had been recently made by the property owner at the corner to remove the bus benches at the intersection. Morrison and Mariani had met with the owner regarding the continued alley maintenance issues and the possibility of gating the alley. Mariani reported that the staff had let the owner know moving the bench was a process that would need to go before the board of directors. The staff will put the item on the board's April agenda for further discussion.

B. Security

1. **Security Contract 2013-2018:** Tronson reported that after months of effort negotiating a contract, it is now in the final draft form and has been vetted by our attorney. Morrison stated that it is very similar to our original contract. Tronson added that we have been beta testing some aspects of the contract including the ambassador program, which has gotten positive feedback so far. Mariani presented a chart showing the division of labor costs with the Sunset & Vine BID, which now has its own separate contract. He pointed out that there is some surplus for extra deployment when needed. Medina inquired about the armed guards versus unarmed guards; Tronson said the committee spent a lot of time discussing this and found there was a happy medium to provide more visibility, and also allowing the unarmed guards to meet the needs for call response. Planting had a question about the insurance policy and whether it is funded separately or pooled; Stephan said staff will look into this. The motion to approved the contract was set aside until the April meeting, pending an answer on the insurance questions.
2. **Night-time BID public safety issues:** Tronson stated that the demonstration project where we traded the 6 – 8 a.m. deployment for a late shift of 8 – 10 p.m. (Thursday through Saturday only) is ongoing, however the success of the later deployment strategy is still to be evaluated. (This is a 13-week demonstration project). He said LAPD was not able to deal with waking up the homeless during the early morning hours (6 – 8 a.m.) so we had to add the early shift back in, in addition to continuing the late shift. Mariani explained that the Sunset BID is now paying more, and there is now less overlap mid-day; HED is not spending any more money. With regards to the nightclub security at Las Palmas, Morrison said that it has calmed down, but now the property owners are thinking of discontinuing it. Angels & Kings is closed, and Vinnie Laresca, who also owns Outpost, is planning to put in a new restaurant.
3. **Stakeholder security survey:** Mariani presented the results of the stakeholder survey. 56 responses were returned. Perceived problems include panhandling, homeless encampments, urination and graffiti. Nighttime was the time when stakeholders reported the most need for BID security. It was discussed that the suggestion for night-time security arises from a sense of satisfaction that daytime issues are being addressed currently. The survey also covered what stakeholders identified as BID priorities vs. LAPD priorities. Mariani said the task is now to find a balance. Stephan said it might be worth it to try and get more responses since those returned only represent about 10% of the BID. Morrison suggested holding a focus group to get a conversation going. Tronson added that we really would need another management district plan for night-time security, and Lyons suggested having different assessment methods for daytime businesses and nighttime businesses, or based on sales receipts of liquor.
4. **Legislative and litigation update:**
 - a. AB 5 (Homeless Bill of Rights): Morrison said the BID has weighed in on this proposed legislation and there is no news.
 - b. Lavan case: Morrison said there is information pertaining to this included in the packet. The city attorney filed an appeal request, and is working behind the scenes to negotiate; we have offered our support.
 - c. City Economic Development Organization: Staff wrote a letter to the city to request that if they are moving the City Clerk's special assessment unit to this new

organization, that they move the unit in its entirety, so as not to compromise the administration of the BID function in the city.

C. Marketing

1. **Introduction to new consulting firm:** Strecker reported that the working group had selected Haines & Co. to be the media relations consultant for the HED. Morrison added that she and Strecker had talked with Genevieve Haines, who will be preparing a two-month scope of work with the ability to revise, as a starting point. With regards to the contract, our attorney has looked it over and added a third-party material clause (e.g. the Dolores del Rio image used previously on BID banners which was not properly licensed.) Stephan also asserted the need for a thirty-day out on the contract, without any penalty. Rierson also advised to make sure they are not billing us for the time they use to invoice us.

It was moved by **Drew Planting**, seconded by **Mark Stephenson** and **CARRIED** to approve the contract with Haines & Co, pending the addition of a 30-day termination clause. Unanimously approved with 10 in favor.

VII. Old Business

1. **Parking Issues – Updates:** Morrison stated that while the Vine Street Garage is now open, it is experiencing some minor issues and is not being fully utilized. With regards to the proposed Hollywood Parking District, progress continues to be made, and at some point the board will need to formally endorse. Recently BID staff was in a meeting with the city's Chief Administrative Officer office, Guggenheim and Xerox (who handles city's parking meter contract).

VIII. Staff Reports

1. **Preparations for May 17-18 retreat:** Morrison said she thinks we have a critical mass for the overnight board retreat. We will have assistance from LAPD and Andrews international while the group goes out at night. The Roosevelt offered a below-market \$150 room rate. There will be two groups; one walking and one for the nightclubs. The outing will take place from midnight until 3:00 a.m., then board members will retire for sleep, and reconvene for breakfast and a meeting from 9 a.m. to noon.
2. **Report from City Clerk's Best Practices Seminar:** Besley attended the City Clerk's Office (CCO) Best Practices Seminar held on March 13th. Much of the day was devoted to an update on the Arts District lawsuit and a review of the financial reporting requirements from the CCO. Besley pointed out that the CCO is now conducting regular audits of BIDs as part of their formal review process.
3. **Update on research into employee disability, pregnancy and family leave benefits for report and board action in April:** Morrison hopes to have some recommendations on the policy for maternity leave, etc., for the board meeting next month.

X. Next Meeting

The next meeting was scheduled for Thursday, April 18, at 4 p.m. in Suite 802 of the Taft Building.

XI. Adjournment

There being no further business the meeting was adjourned by Stephan at 5:46 p.m.